

"Anyone can take good flash pictures with an **Argus 75"**



"Argus 75 is my 'steady date' on parties and picnics. It's simple as Simon to take flash pictures—just plug the flash gun right into the camera . . . insert a Sylvania Blue-Dot bulb . . . and away we go! Dad says it's just as easy to take color as black-and-white shots with the Argus 75 . . . Mom says she likes to see the picture before she takes it in that big viewfinder—and the camera is always in focus . . . And you should see the pictures my little brother gets with the Argus 75. He says he's going to be a photographer when he grows up, but he's a photographer already!"



Wherever you sit in the family circle, Argus 75 is perfect for you. You get a precision Lumar lens, a double exposure preventer that's exclusive in its price class. And you can take 12 *big* pictures with every roll of 620 film. No wonder the whole family loves the Argus 75!

argus 75 ...no other camera
gives you so much
for only **\$14⁹⁵**

FLASH GUN \$3.80
CASE \$2.50

All prices include Federal Excise Tax where applicable, and are subject to change without notice.



HOW to take BETTER PICTURES and have FUN with FLASH

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Parties

Pets

Weddings

Games

Babies

Dances



The Fun Begins

If we told you to take a picture like the ones in this booklet, you'd say, "But I'm no photographer." Today, you don't have to be.

Flash pictures with the new simple flash cameras are easy, sure, excitingly life-like. You can catch people dancing, playing, gossiping, mugging, eating, relaxing, talking, sleeping, singing and laughing even though you've never snapped a "good" picture before.

RUSTIC PALS. A flashbulb to lighten the heavy sun shadows was all that was necessary to produce this fine picture. YOU can shoot the same kind.

Today, millions of Americans pop a flashbulb in their cameras, aim them, push the button—and have fun! Takes no more ability than using a pressure cooker.

We really want to talk to you about pictures—not how to take them—but *what to take*. Pictures of babies and puppies... parties and pranks... people in the snow, on the sand and by the sea. With flash, you can take pictures *anywhere* in the world, *any day* in the year, *any time* in the day or night, whether you're nine or ninety.

Follow us to the next page and find out all about it... almost as quick as a flash!

Flash Fun AT HOME

Showing that flash photography with the simple flash cameras

is lots of fun, exciting and easy . . . for the entire family.

Family activities make wonderful flash pictures—so begin your flash fun at *home*!

Load your camera, snap in a bulb, and concentrate on the best expression on Johnny's face—or the big laugh as Betty bobs up with the prize apple. When you see the right picture in the camera finder, press that button, and **YOU'VE GOT IT!**

Don't wait until Johnny's birth-

day or Betty's graduation to bring out the camera. Keep your flash camera always handy—perhaps in a bookcase, on the mantel—a place where it is always in view. When something interesting comes up, grab the camera, watch for the right moment, and **FLASH IT!** *It's as simple as that.*

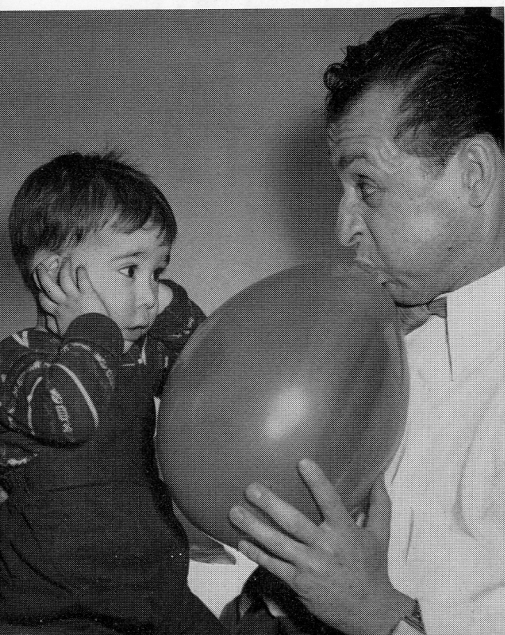
Pictures for Letters

What to do with your pictures after you've taken them? Besides having them in your album for friends to see, remember the family and friends away from home. Pictures from home are like furloughs to boys in the service. Tuck pictures of the youngsters growing up in letters to those of the family away from home. And if **YOU'RE** away, there's nothing more welcome at home than flash pictures of yourself!

Don't Forget Pets

Pets are a "must" for the family album. Whether dog, cat or parakeet, they're part of the family and

SET TO POP. This delightfully natural photo was a national contest winner. Many contests offer you prizes for just such simple pictures as this.





219 "HI DADDY." A simple fixed-focus flash-camera and one Press 25 flashbulb
 1014 was all that was needed to capture the spontaneity of this scene.
 1015

deserve their share of the pictures.

Snap your pet in a natural position rather than a stilted pose. Most animals are just as camera conscious as humans. The flash-camera has forever doomed the rigid, frozen

pose—whether in animal or human—that followed the phrase "Hold still while I take your picture!" Have your flash-camera always ready for action, and grab it when a good picture presents itself. You'll



get wonderful snapshots—unposed and natural!

Pictures of children and their pets are so human and interesting—and so much fun to shoot. Boys are as proud of their pets as Dad is of his new car. Boy and dog get so wrapped up together that neither

NIGHTIE NIGHT. This simple, intimate kiss won first prize in a photographic contest. ANYONE can shoot prizewinners like this without technical knowledge.



is conscious of the camera. *That's* the time to snap your picture!

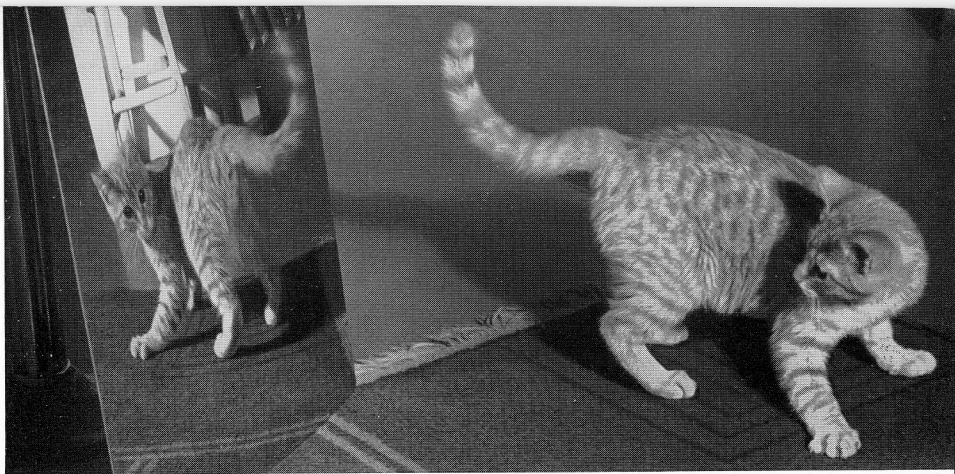
Whole Family Uses Camera

With the new simple flash-cameras such as the Argus 75 on the cover, no one in the family has to study to become the "family photographer." Using ordinary black-and-white film all you need do is—slip a Sylvania Press 25 into the flash holder. Sight . . . then click the shutter! Press 25 gives you the right light at the right instant for close-ups as near as 6 feet, distance shots from as far back as 25 feet . . . fires so fast it stops normal action cold. (If you're using color film . . . or there are some special problems, consult the table on page 29 for more technical advice on flash.) Yes, flash is so simple, *everyone* in the family becomes the "family photographer."

Often several close-ups show things better than one big scene. For example, Grandma takes pic-

BABY PICASSO. A few simple props "make" this picture. Dad's cap or Grandmother's bonnet would be equally amusing. Flour in the pipe would look like real smoke!





SCAT! A lucky shot when photographer was on hand at the right moment. Keep your camera handy, and your eyes open for picture situations like this.

tures of Sunday dinner with everyone waiting for Dad to carve. Then she might find that a close-up of Johnny beaming over his turkey leg tells the story of dinner even better. And no dinner is complete without a picture of Mother and her prize recipe . . . whether cherry pie or chocolate cake. See how many ideas *you* can think up to shoot.

When Johnny goes away to school, include a flash-camera in his gear. You may not get many letters from him, but he'll send home pictures of all his activities . . . the dances, parties, and all the extras that mean so much to a boy at school.

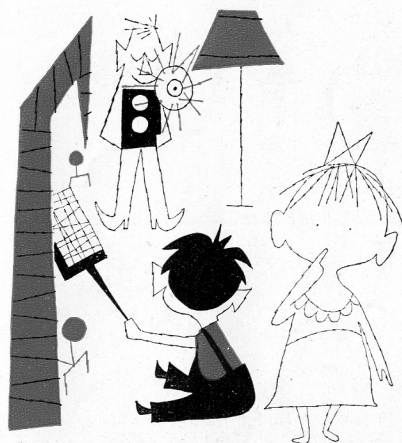
But be sure there's a camera at home, too. Mother needs it for pictures of the youngsters; Betty wants pictures of her Rock Hudson Fan Club; and Gramps can take pictures of his ship-model collection.

Picture the Holidays

Don't let a holiday pass without "covering" it with your flash-camera! Whether it's Easter and your new Spring clothes—Independence Day and the family outing—Labor Day and the last weekend at the

beach—or the wonderful "home" holidays of Thanksgiving and Christmas, invite your camera to go along with the fun.

Christmas is the most pictured of holidays, and no wonder. The excitement of the Holiday season—the decorations, gifts and lighted Christmas tree, and the wide-eyed wonder of the youngsters—presents a priceless chance for hundreds of lasting remembrances—pictures.



YOUR SIMPLE FLASH CAMERA
WILL MAKE ANY PARTY MORE FUN FOR EVERYONE

Parties and Pranks

Every party makes a good picture. A foursome playing scrabble, couples out for New Year's Eve. The more pictures you take the more fun you'll have.

Teenage parties in the basement—dancing, apple-bobbing, a Halloween masquerade. Tots and their musical chairs, pin-the-donkey, and the

wind-up with ice cream and cakes. Just think of the opportunities for pictures at any *one* of these events!

Grown-up parties make wonderful picture stories, too. Charades make natural and exciting pictures. Dancing, corn-popping, singing on the tape recorder or around the piano—all are part of your fun-life



HI JINKS. When shooting an informal group, be sure that everyone's face shows in the picture. Watch for the right moment, then press that button!

PAJAMA PAIR. Parties like this are a "must" for your highschool photo album and pictures like this are possible only with flash. Keep that flash camera handy always.





THE WINNAH! You can get good close-ups like this with fixed-focus camera and a Press 25 flashbulb. Remember though: if you come closer than 6 feet you will probably have to use an inexpensive close-up lens attachment and a smaller Bantam 8 flashbulb.

and should be included in your picture album.

Get Group Shots, Too

Shoot group pictures early in the evening with the crowd around the sofa. Get everyone set and tell them that you'll count three. When *you* say "three," they're to say "cheese." This is one of the oldest tricks of the photo business, but it works wonders on group pictures. Saying "cheese" gives a nice smile effect but don't overdo it.

Such group pictures break the ice, put your guests at ease with the camera, so you can shoot candid party pictures. There's always the "ham" who "mugs" at the camera, but this is part of the fun. Let muggers "mug": the other guests will enjoy it.

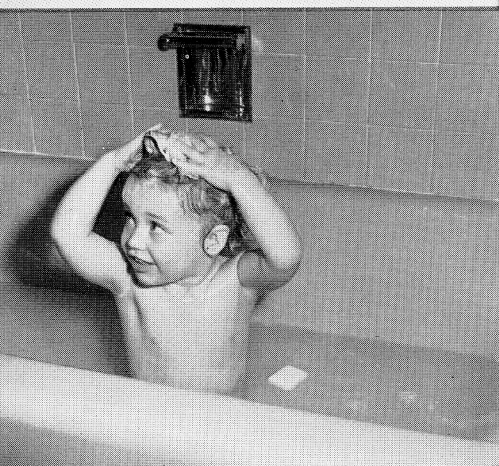
Extra Prints for the Gang

It's lots of fun to take pictures, but share it with the people you shoot. If you were host, get extra prints



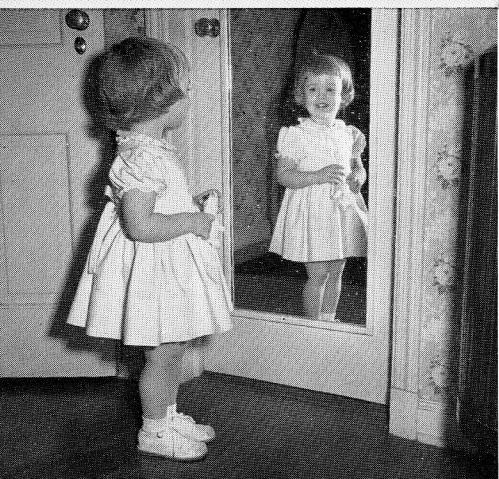


EVOLUTION. From painted lady...



...to a scrub in the tub...

...to spic and span... a perfect sequence!



for every guest. If you're the guest, show your pictures around, or lend the negatives to the gang so they can have their own copies made.

One reminder: when shooting such things as a party, hold that camera steady! If you're using a reflex-type camera with a neck strap, pull the camera down against the strap and rest it against your chest for a good steady support. Hold your breath, press the button, and you've got it!

Try a Picture Story

Have you noticed that picture magazines seldom use a single picture of an event? Several pictures are often needed to tell the story, including sequence pictures... pictures of the same subject taken a few seconds or minutes apart.

In fact, some sequences are taken at longer intervals, even up to days apart. If you find young daughter Patty has gotten into big brother's water paints and has done a good paint job on everything including herself, a natural follow-up picture would be in the bathtub as young daughter emerges from the paint and a final one as she primps before the mirror—all cleaned up and ready to go again.

Try your own picture stories and sequences. Almost every party can be a picture story, and sequences are equally easy. Try one as the family trims the Christmas tree; a sequence of the family picnic, showing the preparations, the car being loaded, the arrival at the picnic spot, Johnny building the fire, broiling the steak, everyone eating, and a final shot of the whole gang grouped around the fire singing. It's easy, it's fun, and you'll be proud of your pictures.



HEN AND CHICK PARTY. A get-together of neighborhood mothers and kids will provide lots of fun and pictures for everyone.

Snapshot Parties

Try something different—a snapshot party. Do it in the basement or wherever the kids gather for jive sessions, games or gab-fests. Everyone brings his flash-camera, and let the fun prevail!

A snapshot dance for the teenagers, with dance contests, makes a wonderful setting for your flash-photo fun.

Or, how about a "Dress-Up" party for the kids on a rainy afternoon as they dress up in Mom's and Dad's cast-off clothes or pose for old-fashioned pictures? You'll find color film as easy to shoot as black-and-white; check the flash guide on page 29.

Funny Picture Party

Another idea: make a list of "Funny Picture Titles" and tape on a

prominent place on the wall. Everyone gets in the act—to see who can shoot the funniest pictures to illustrate such titles as:

Who Let HIM In?
I'M a Big Man Now.
Any More Pretzels?
Is My Father in There?

Collect the rolls of film, and announce the date for the "Judging" ... next week would be fine.

At the judging party, each entrant puts his name on the back of his pictures, tapes them to a wall, and everyone votes for the best.

When the laughing lets up, tabulate the votes, name the winners, and present the prizes. The cost—for film, bulbs and prizes—should run less than ten dollars for the most talked-about party ever!

Roxanne

"USING the hands in a straight-on photograph is the difference between an interesting, attractive picture and a stilted one."



"A DOORWAY makes a good background, and can be utilized in a variety of ways, from all-the-way open to closed."



"AGAIN THE HANDS add to the picture. If you have furniture with graceful lines, be sure to show it in your photographs."

gives Tips On Posing

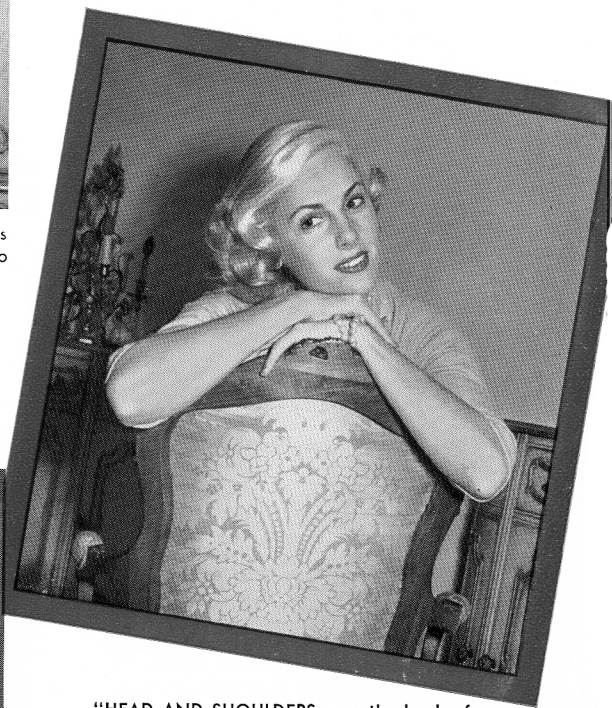


"A HANDY PROP is the telephone. This is a natural, graceful pose yet is simple to vary for other angles."

"MIRRORS are simple to use in pictures and you get two pictures in one! Be sure to keep your expressions relaxed."



I have seen so many pictures taken in the home that were so "posed" that they lost all feeling of naturalness. They were fine technically, but were ungraceful. So I invited a photographer to my home and asked him to take several pictures of me so that I could describe some natural, un-posed poses for you to use as a guide when you're shooting your girl friend, sister or even your mother."



"HEAD AND SHOULDERS over the back of a chair provide one of the simplest, yet glamorous poses. Almost any chair will do, and you'll have a real "professional" picture."

You'll get wonderful pictures "in a flash" with any Argus camera!

(There's one here that's just right for you!)

The best camera for you is one that fits your experience — and your purse. Look over these Argus cameras. Every one is easy to use, precision-built, and a true value in its price class. Every one is a real all-around camera — gives you beautiful pictures indoors or out, in flash, color or black-and-white—with your very first roll of film!

Whatever you need in a camera, there's an Argus for you.



ARGUS C4 \$84⁵⁰
Flash Gun \$7.50 Case \$7.50

A truly great lens — Argus Cintar f/2.8 — combined rangefinder-viewfinder, precision shutter, Color-matic settings, double exposure preventer. Flash gun locks on camera.



**ARGUS 75
GIFT PACKAGE**
\$19⁹⁵ COMPLETE

A complete picture-taking outfit. Includes Argus 75 camera, plug-in flash gun, flash bulbs, batteries, and film.



ARGUS C3
TELEPHOTO
LENS
\$49.50 →

ARGUS C3
WIDE ANGLE LENS \$49.50 ↑

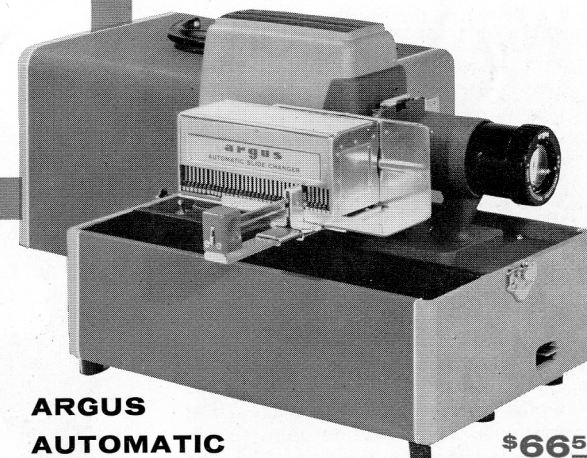
ARGUS C3 \$66⁵⁰ COMPLETE
with case and flash

Flash gun, with automatic bulb ejector, plugs right into camera. Has color-corrected f/3.5 lens, lens-coupled rangefinder, Color-matic settings, gear-controlled shutter. Only American-made camera to offer interchangeable lenses that couple to the rangefinder.



ARGUS A4 \$32⁵⁰
Flash Gun \$3.50 Case \$3.65

Its Cintar f/3.5 lens is the fastest American lens in its price class. Has picture-window viewfinder, Color-matic settings, double exposure preventer. Flash gun plugs into camera.



**ARGUS
AUTOMATIC
300 PROJECTOR**
\$66⁵⁰ COMPLETE

Perfect way to see your color slides at their sparkling, brilliant best. Has wide angle lens, powerful but silent blower. Push-pull automatic slide changer and 36-slide magazine included.

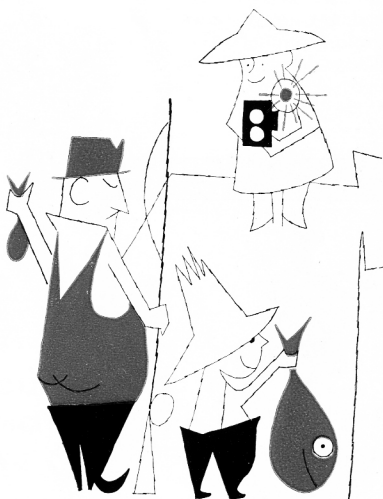


BACKLIGHTING from the sun makes this picture sparkle, but the addition of the Press 25 flash lightened all the shadows.

FUN in the SUN with your FLASH CAMERA

Why use flashbulbs outdoors in the sunlight? The answer is simple—you get better pictures than you can with plain sunlight! Flash eliminates those dark shadows under the eyes, nose and chin—shadows that ruin so many snapshots. It's as simple as shooting flash indoors, and you'll rave at the results you get. *This is especially true with color film!*

Flash and sunlight work equally well with black-and-white film. If you are using ordinary black-and-white film for average close-ups (as close as 6 feet) use a Press 25. (For a *closer* close-up, or if you are using faster black-and-white film, please consult the chart on page 29.) It's all so simple, you'll be thrilled at the difference flash-and-sun will make!



How to get more fun out of your picture-taking by simply combining bright sunlight and bright flash-light to get better pictures when you're shooting outdoors.

And no more squinting directly into the sun!

Blue Bulbs for Outdoor Color

For outdoor color film, use *blue* bulbs, and move closer to the subject, since color film is not as sensitive as black-and-white. The flash tables on Page 29 will tell you which bulb for what distance.

Using blue flashbulbs with color film outdoors may well mean the difference in getting all good pictures and in getting some very harshly-

lighted pictures that, before the simple flash camera, frightened so many people from taking color pictures.

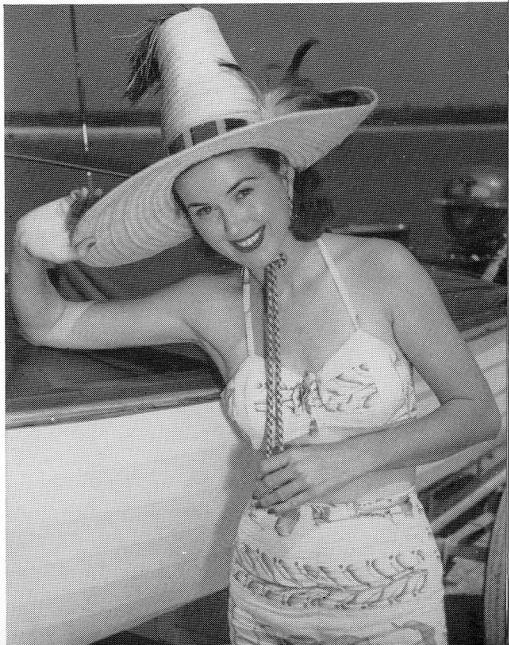
The wonderful beam of light that flashes out from your camera when you press that button is the answer to all of your picture problems. Now you can take color pictures on cloudy days—even in the rain—and get a good picture every time.

Be sure to take your flash attachment on your vacation trip. Day or night, flash helps you get wonderful

HARSH SUNLIGHT causes deep, dark shadows and a glaring contrast of bright, white highlights.



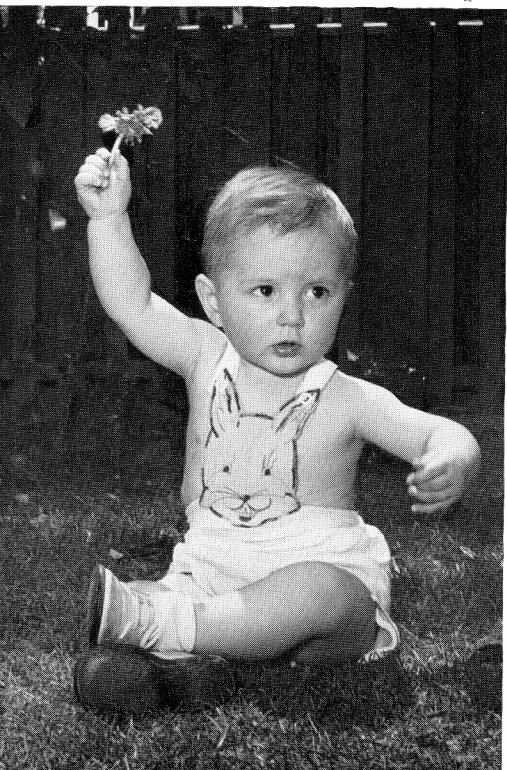
SUN-PLUS-FLASH gives this evenly-lighted natural effect with no more effort than firing a flashbulb on the flash-camera.



pictures. Even in summer, vacation highlights often happen at night or indoors, so only flash can give you a picture record of the whole holiday trip. At the square dance... the wienie roast... the moonlight boat ride... swimming at night... at the amusement park... hundreds of chances for terrific flash pictures!

Picture the Whole Trip

Whether it's a quickie weekend, or your annual vacation, start your picture story of that vacation trip *early*—the day you leave. Snap the train, plane, bus or car as you start your journey. Then follow through as you make the trip, shooting as you go. If you visit colorful gardens, parks or villages, bring out the color-film and blue flashbulbs. If you stay with friends, take a few pictures inside their house, and color pictures of them in their garden.



WITHOUT FLASH this delightful storytelling picture would have been a shadowed snapshot without detail.

Remember blue or amber bulbs for color; white ones for black-and-white. Flashbulbs throw the same amount of light in Timbuctoo as they did back in Tulsa, so there's no problem with light.

Tie your whole trip together with pictures of various road signs, city signs, and other items which would readily identify the places you are visiting. If you have your car in the picture too, so much the better. If you don't have the car, shoot one of the family alongside the sign, but doing something rather than just staring at the camera—maybe taking a picture with another camera.

Don't Forget Sequences

Your trip gives you excellent chances for sequence pictures, especially if you catch a good humorous event. Maybe Dad landing that "big one"; or a half-dozen pictures of Sis learning how to ski; or cousin Jack trying to saddle a horse or milk a cow. As those wonderful things happen, your flash-camera can catch the action and keep the memory fresh—forever.

So wherever you go, take your flash-camera—even if it's just to the beach. That bright sun gives you *lots* of light for pictures. Sometimes it's harsh and unflattering, especially during the middle of the day. So be sure to put a flashbulb in your camera and assure yourself of perfect pictures every time.

BRIGHT SUN at noon, combined with a Press 25 fill-in light was used for this simple sun-flash picture.



What Type Film SHOULD I USE?

BLACK-AND-WHITE FILMS

Verichrome and All-Weather Pan. The most widely used "snapshot" films because their wide exposure latitude results in good pictures under a wide variety of light conditions. For flash pictures, use clear bulbs.

Plus X and Supreme. Slightly more sensitive. Excellent enlargements can be made from photos shot on these films. Many photographers prefer them for most black-and-white pictures. Use clear bulbs.

Super XX and Super Pan Press. Very sensitive, used when not very much light. This extra sensitivity generally not necessary for most amateur pictures. Use clear bulbs.

Tri-X—This is a very sensitive film for use in poor light or for very fast shutter speeds. Primarily for ad-

vanced amateurs and professional photographers. Use clear bulbs.

COLOR FILMS

FOR COLOR PRINTS

Kodacolor and Plenacolor. Newest and most popular color films. Produce excellent color prints; come in 120-620 sizes. Two types: *Outdoor* for sunlight, with blue flashbulbs; *Indoor* for photoflood lights and clear flashbulbs.

FOR SLIDE TRANSPARENCIES

Kodachrome, Ansco Color, Ektachrome, and Anscochrome. Transparency-type color films; make excellent slides for projection. Prints may also be made. Use blue bulbs for daylight types; amber bulbs for Indoor Type A Kodachrome and tungsten Ansco Color. Clear flashbulbs for Ektachrome Type F and Anscochrome Indoor.



SNOWTIME. Falling snow, late afternoon light, and two lively boys. The only way to get a picture—with flash. One Press 25 flashbulb was the answer.

IT'S EASY TO STOP

Action

**HOW YOU, TOO, CAN
SHOOT GOOD ACTION
PHOTOGRAPHS WITH
ANY SIMPLE CAMERA**

Ever wanted to snap Johnny romping with the pup, but hesitated because the action would blur? You can get the picture with a Press 25 flashbulb!

Because Press 25 delivers its light with split-second precision . . . peaking rapidly then dropping off fast



... you get the kind of quick light—quicker than the shutter of inexpensive cameras—that stops most normal action.

Load your flash camera with black-and-white film, slip in a Press 25 flashbulb, and you're ready to snap the action ... at from as close up as 6 feet to as far back as 25 feet.

With no worries about movement, think of the fun you'll have snapping the kids running the toy trains; Sis jitterbugging; Johnny and his acrobatics; Rover chasing his tail. For almost any indoor action picture, Press 25 bulbs are the answer!

Good for Night Shots

Press 25 flashbulbs are also fine for other action pictures. Shots of celebrities are wonderful for "fan-clubbers," who can now become celebrity picture collectors. Shots of celebrities are easy to get with flash; most movie and TV stars are very cooperative. Wait at the stage entrance of theatres or studios where your favorites are appearing; you'll get wonderful action pictures of them as well as autographs.

That quick light given by the

Press 25 assures you of good, unblurred pictures even if your camera is jarred, or your subject moves fast. To take pictures outside at night with Press 25's, stay within 10 feet of your subject. When you come in with pictures of stars appearing in your town, you'll be the envy of the whole crowd.

Extra Fast Action

For extra fast action, where you need an even quicker peaking light than that given by Press 25, use the "SF" type flashbulb. These SF bulbs are filled with a gas—in place of the fine spun wire of the Press 25—which ignites and expends itself even faster for an almost instantaneous light peak that can stop a ping-pong ball in mid-air!

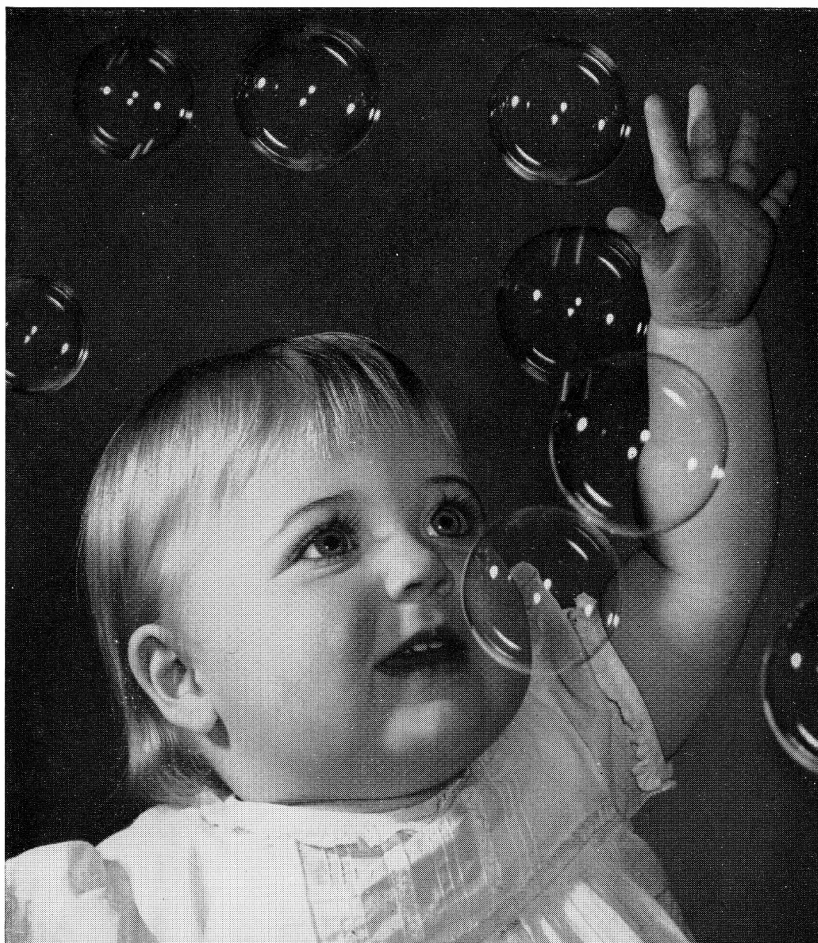
SF bulb's quick light is sufficient only for taking pictures at a maximum of about 12 feet. So, unless you are dealing with really fast action, you will find the versatile Press 25 will do the trick ... give you "candid" action pictures you'll be proud to show.

RAGTIME. You'd never be able to pose a laugh like this. Be ready for those action shots by having plenty of Press 25's handy.



MULTIPLE FLASH for that “Professional” Look

BUBBLE BABY. An amateur photographer used a flash on the camera, and another on an extension, high to the left, for this real “professional” picture.



**A section for the advanced amateur who wants
to improve the lighting in his photographs.
The answer is multiple flash, using two or
more flashbulbs in shooting a picture.**

Now a word to you fans who have cameras a bit more advanced than the simple flash types we've been discussing.

If your camera has an adjustable shutter and lens, which enables you to vary your shutter speed and lens opening, you can get a greater variety of pictures, can improve the technical aspects of your pictures.

Actually, good pictures don't require technical ability. What is in the picture is more important than its mechanical perfection, sharpness, definition, or how the camera was set. But you will find that with your better camera, you can have *more fun* taking pictures, for you can shoot pictures that generally cannot be done with simple cameras. You can shoot basketball action pictures, night football, track meets, combination time exposures and flash, and you'll get sharper pictures.

each sleeve of flashbulbs. To find the lens opening, or *f* stop, at a given speed and with a particular film, divide the guide number by the distance in feet between the flashbulb and subject.

For example, with a medium-speed film such as Plus X and with shutter set at 1/100 of a second, the chart shows the guide number for a Press 25 bulb to be 135. To take a picture of a baby in a highchair at 12 feet, divide 135 by 12, and arrive at 11¼. Then set your camera at the nearest stop to that number—in this case *f*11. These instructions are printed on every flashbulb carton, so you always have a ready reference.

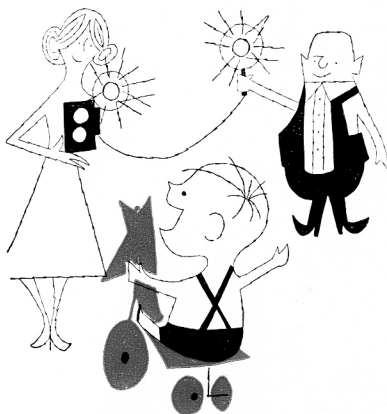
Now that you have determined this exposure for *one* flashbulb, the addition of a *second* flashbulb calls for closing down ½ stop to allow for the additional light. Since higher *f* numbers give smaller lens open-

Try Using TWO Flashbulbs

To increase your fun, try an extension on your flash attachment and shoot with two flashbulbs! By using an ordinary double socket, your second flash can be placed about 45 degrees to the side and above the subject. When you snap the shutter, BOTH bulbs go off at once.

Two bulbs are NOT to increase the amount of light, but to improve the picture by "modeling"—rounding out the features of the face and softening harsh shadows.

Exposure with flash cameras with adjustable lenses and shutters is most efficiently determined by the use of the guide numbers printed on





FLASH ON THE CAMERA produces this rather flat, but evenly-lighted result.



FLASH OFF THE CAMERA, held high and to the left for added modeling.



BOUNCE FLASH, pointing the flash at the ceiling for this natural lighting effect.

ings, this would mean half-way between $f11$ and $f16$.

This works equally well with color film and blue or Colorite (amber) bulbs. You use larger openings with color film since it is not so sensitive to light as black-and-white.

Multiple Flash For Groups

Large groups also photograph better with two bulbs. By placing a second flashbulb to the side and up high, the combined light from the two bulbs gives even distribution throughout the entire picture area.

Shooting flash-off-the-camera is another method of increasing the depth of a picture. For this, a two- or three-foot flash cord is necessary. Hold the camera in one hand, and raise the flash-holder above your head in the other. Be sure to point the flash *down*, directly toward the subject. This type of lighting eliminates the shadow that usually falls directly behind the subject, and will give better modeling on the face.

One additional method of utilizing a single flash for natural lighting effect is the use of "bounce" flash. This is done simply by placing one flashbulb in the flash-holder and pointing it at the ceiling. The light, reflected off the ceiling, gives a natural, room-lighting illumination to the picture. Remember, of course, that in using this method, much of the light is lost, and it is necessary to "open up" the lens aperture to compensate. With a medium black-and-white film and a Press 25 flashbulb, an exposure of about $1/100$ at $f6.3$ is called for.

Experiment With Your Flash

Flash-lighting provides one of the most versatile methods of taking pictures, and by experimenting with single flash off-the-camera, double-flash, and "bounce" flash off the ceiling, you can get all the quality of studio lighting—no matter where you are shooting. Try it!

Best flash portrait lighting comes by using two or three flashbulbs placed about the subject to bring out the best modeling. The basic "triangle" setup of lights for two flash is the most commonly used—and best. With one flash (A) on one

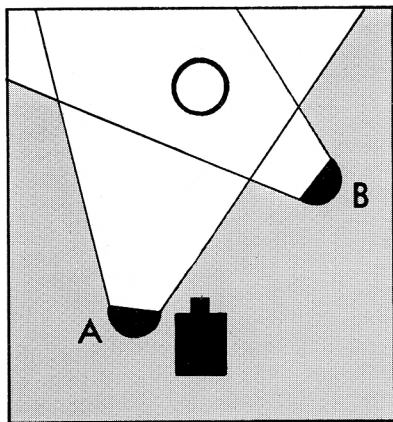
side of the camera, the second (B) should be placed high and to the other side as shown in the diagram. This second flash should be about half as far from the subject as the first. This will give you the simplest professional lighting.



ONE LIGHT attached to the left side of the camera was combined with ...



A SECOND LIGHT high and to the right of the camera, used as the main light.



THE COMBINATION of the two lights, flashed together, produced this well-rounded photo.



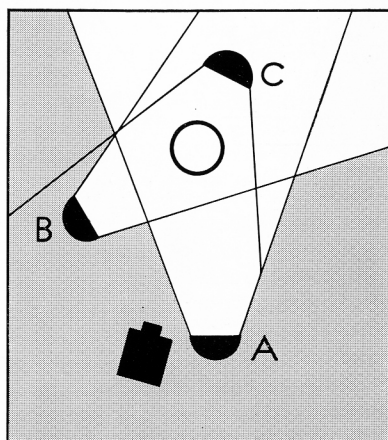


THREE FLASHBULBS, one to the right of the camera, (A); another main light high to the left, (B); and a backlight, very high to the right, (C) . . .



FLASHED TOGETHER, the three lights add up to this brilliantly-lighted, home portrait.

There's no limit to the lighting effects you can obtain with flash. Here a third bulb has been added to the two-flash set-up previously explained, this one high and to the right almost behind the subject. This provides a highlight for the hair and gives a separation from the background for a three-dimensional effect.



2 Simple Tables

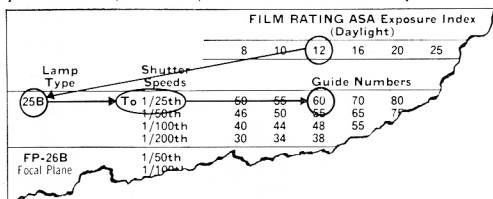
THAT SHOW YOU HOW TO TAKE WONDERFUL FLASH-SHOTS

DISTANCE TABLE: Or, how far to stand from subject when using fixed-focus camera

Film Types	Flashbulb	Distance
BLACK & WHITE		
Verichrome	M-2.....	4' - 7'
Plenachrome	Bantam 8.....	5' - 9'
All Weather Pan	Press 25.....	8' - 15'
Supreme	M-2.....	6' - 9'
Plus X	Bantam 8.....	8' - 12'
	Press 25.....	10' - 18'
Super XX	M-2.....	8' - 12'
Super Pan Press and other fast films	Bantam 8.....	10' - 15'
	Press 25.....	12' - 20'
COLOR—OUTDOOR DAYLIGHT		
Kodacolor.....	Press 25B.....	6' - 8'
Anscachrome.....	Press 25B.....	7' - 10'
Anscacolor.....	Press 25B.....	4' - 6'
Ektachrome.....	Press 25B.....	4' - 6'
INDOOR—TUNGSTEN, TYPE A		
Kodacolor	M-2.....	4' - 6'
Ektachrome Type F	Bantam 8.....	5' - 7'
Anscachrome*	Press 25.....	8' - 12'
Ektachrome*	Press 25.....	6' - 8'

*Consult your film instructions for filter data.

GUIDE NUMBER TABLE: Shows you how to find lens opening (f-stop) for adjustable cameras. **IMPORTANT:** Not all cameras are fully synchronized on all speeds. If yours is not, set at 1/25th sec. and use top line of guide numbers for flashbulb used.



HERE'S HOW TO USE IT: Guide Numbers, printed in blue, are shown following each flashbulb. To find your lens opening, divide the guide number by the distance in feet between your flashbulb and your subject.

FOR EXAMPLE: If you're using Ansacolor film with a 25B flashbulb, you'll note that your guide number is 60. Let's say that the distance from flashbulb to your subject is 10 feet. Therefore, dividing 10 into 60 gives you a lens opening of f-6.

BLUE BULB GUIDE NUMBER TABLE
For photos taken with daylight type color film.

		Film Rating ASA Exposure Index (Daylight)						
Lamp Type	Shutter Speeds	8	10	12	16	20	25	32
		Guide Numbers						
25B	To 1/25th	50	55	60	70	80	90	100
	1/50th	46	50	55	65	70	80	85
	1/100th	40	44	48	55	60	70	80
	1/200th	30	34	38	42	48	55	60

CLEAR BULB GUIDE NUMBER TABLE

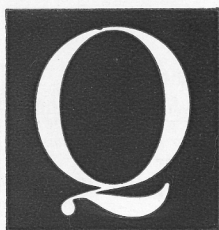
For indoor black and white and color photos. Some color films require photoflash filters when used with clear bulbs. Consult instructions included with films.

		Film Rating ASA Exposure Index (Artificial light rating—tungsten)							
Lamp Type	Shutter Speed	8	10	12	16	20	25-40	50-80	100-160
		Guide Numbers							
M-2	To 1/50th	40	46	50	55	65	80	115	160
Bantam 8	To 1/50th	48	55	60	65	75	95	135	190
	1/100th	36	40	44	50	60	75	105	150
	1/200th	28	32	34	40	44	55	80	110
	1/400th	20	22	24	28	32	40	55	85
Press 25	To 1/50th	80	90	100	115	125	160	230	320
	1/100th	60	70	75	90	100	125	175	250
	1/200th	48	55	60	65	75	95	135	190
	1/400th	34	38	42	48	55	70	95	135
Type SF	To 1/100th	40	46	50	55	65	80	115	160

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nswers

Q. Can I take flash pictures with a non-synchronized box camera?

A. Yes. Set your camera on a steady support, aimed at your subject. Hold an inexpensive flash holder with a reflector high and to the right of your camera. Set the camera on "T" or "B," open the shutter, flash the bulb, and close the shutter.

Q. What filters can I use with my simple camera?

A. The only filter recommended for your use is a light or medium yellow filter, such as the K-1 or K-2. These will darken the sky slightly, and bring out clouds. Use them only in bright sunlight.

Q. What is the best way to keep my color slides?

A. By mounting them between glass. This will keep them clean, and will also protect them from prolonged exposure in front of the projector lamp. A small mounting kit is available at your photo dealer.

Q. Can I use Colorite (amber) flash bulbs with black-and-white film?

A. Yes. Although clear bulbs are preferable, Colorite bulbs (primarily intended for use with Indoor Type A color film) will give you good results with black-and-white film.

Q. My flash attachment takes screw base bulbs. How can I use the bayonet type bulbs, such as the Bantam 8 and Press 25?

A. By getting an adapter for about

fifty cents that fits into your flash socket and which takes the bayonet type bulbs. Any photo dealer will help you.

Q. My flash camera can use only SF type bulbs. What is the maximum distance I can use these with black-and-white film?

A. About 15 feet inside a house. If you're shooting dark objects in a very large room, about 10 feet is the maximum.

Q. What is the best way to keep snapshots?

A. Two types of albums are most popular. One is the regular album in which photos are tacked down at the corners. The other has a series of acetate jackets on each page that keep the pictures in file-fashion. Use an album by all means. Don't throw your pictures into a drawer—they'll soon become torn.

Q. What is the difference between orthochromatic and panchromatic film?

A. The primary difference lies in the registration of color values. For example, orthochromatic film (like Verichrome and Plenachrome) shows red as black. "Pan" film shows red as grey, and is generally more "truthful" in its rendition of tonal values. Popularity of orthochrome films is largely due to their wide exposure latitude which enables them to get pictures even under fairly adverse light conditions.

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